

# Social Media Toolkit

## Massachusetts Partnership for Food Safety Education

**Stay Food-Safe This Season**  
Spring 2024: Spring Cleaning

## Introduction

This toolkit is part of the Massachusetts Partnership for Food Safety Education “Stay Food-Safe This Season” Social Media Campaign. This spring campaign is intended for those who are cleaning their pantries and kitchens after a long winter and for everyone who prepares food as a reminder to keep hands and surfaces clean. Timely topics to be addressed this season include when and how to wash hands and sanitize surfaces, how long you can store foods before discarding, and how to clean the refrigerator. Handwashing guidance from the MA Partnership is available in over 9 languages at <https://www.mafoodsafetyeducation.info/clean/wash-hands>.

Our Stay Food-Safe This Season campaign features timely messages that Partnership members and others can post on their Instagram, Facebook, X, LinkedIn, and other sites to share valuable information for consumers. Messages will include those developed by or adapted from USDA, FDA, and CDC, as well as those created by the Partnership to accompany messages in our online fact sheets. Through this program, we hope that we will reach consumers with important food safety information and resources, increase awareness of the materials available on our website, and extend the educational efforts of our partners. For more information, please visit our website, [www.mafoodsafetyeducation.info](http://www.mafoodsafetyeducation.info). #mafoodsafetyeducation

### *About the Partnership*

The Massachusetts Partnership for Food Safety Education is a collaboration between state and federal agencies, organizations and associations working together to reduce foodborne illness by improving food safety knowledge and skills of Massachusetts food workers and consumers. Founded in 1998, the Partnership celebrated its 25<sup>th</sup> year in 2023. Together with our partners, the Partnership members have developed numerous fact sheets, curricula, online training programs, videos, presentations, exhibits, multi-language materials and more to inform and educate food workers and consumers about the importance of food safety in the home and workplace. Partnership members extend their efforts by sharing materials and resources, developing uniform food safety messages, and implementing collaborative programs. By educating food workers and consumers in ways to prepare and store foods safely, we can prevent the negative effects of foodborne disease, which is estimated to affect about 48 million Americans each year.

## Stay Food-Safe this Season Campaign: Spring Cleaning (April)

Theme: Keep Hands and Kitchens Clean, Message from the MA Partnership of Food Safety Education

Request:

- Post one or more of the following messages or graphics on your organization's social media sites (X, Facebook, Instagram or LinkedIn) or other outlets (such as menus) during the Promotion season. Please post the slide with the Partnership logo and website, as well as hashtag *#mafoodsafetyeducation* as appropriate.
- Send the toolkit or an adapted version to your network of organizations and consumers so that they can post messages on their own social media accounts, menus, newsletters, etc.
- Please let us know how you plan to use the messages and audience reach by emailing [nutrit1@umass.edu](mailto:nutrit1@umass.edu).

Toolkit: Choose messages and graphics (copy images from toolkit or links) below.

Messages (X, Facebook, Instagram, LinkedIn, etc.) Use as is, or edit/add as desired.

### Food Safety Messages:

- Always wash your hands before cooking or eating.
  - Wash your hands with soap and water for 20 seconds before you cook.
  - Wash your hands every time you sneeze, touch your hair or body, pick up your phone, touch raw meat or poultry or other animal foods, smoke, touch pets, or use the toilet.
- Keep your kitchen counters, cutting boards, and other surfaces clean
  - Wash counters, utensils, and your hands, and anything else that touches raw meat with soap and warm water.
  - After cleaning surfaces that raw meat or poultry has touched, sanitize with a commercial or homemade sanitizing solution (1 tablespoon of liquid chlorine bleach per gallon of water).
- Clean your refrigerator with hot soapy water and a diluted bleach solution. Place an opened box of baking soda on a shelf to remove odors.
  - Throw out foods that should no longer be eaten. Store leftovers for up to 4 days, raw ground meat and poultry for 1-2 days, steaks and roasts 3-5 days.
  - Get the FoodKeeper App to find out how long to keep foods in your refrigerator or pantry. <https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>

Learn more at [mafoodsafetyeducation.info](http://mafoodsafetyeducation.info)

[#mafoodsafetyeducation](https://twitter.com/mafoodsafetyeducation)

**Images:**

- Spring Cleaning starts with YOU! Always wash your hands before cooking or eating.



<https://www.mafoodsafetyeducation.info/clean/wash-hands>



Source: [Observational Study Year 1 | USDA FoodSafety | Flickr](#)

- Spring Cleaning? Keep your kitchen counters, cutting boards, and other surfaces clean
  - Wash counters, utensils, your hands, and anything else that touches raw meat with soap and warm water.
  - After cleaning surfaces that raw meat or poultry has touched, sanitize with a sanitizing solution (1 tablespoon of liquid chlorine bleach per gallon of water).

### Keep Your Kitchen Surfaces Clean

Wash counters, utensils, your hands, and anything else that touches raw meat with soap and warm water.



Sanitize with a solution of 1 tablespoon of liquid chlorine bleach per gallon of water.




### Clean Out Your Pantry

- Check your cans for dents and leaks.
- Throw out any food you suspect is spoiled or has pests.
- Check the dates on your packages.





Throw out foods that should no longer be eaten!

Get the **FoodKeeper App** to find out how long to keep foods in your fridge or pantry.



<https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>

- Spring Cleaning? Clean your refrigerator with hot soapy water and a diluted bleach solution. Place an opened box of baking soda on a shelf to remove odors.
  - Throw out foods that should no longer be eaten. Store leftovers for up to 4 days, raw ground meat and poultry for 1-2 days, steaks and roasts 3-5 days.
  - Get the FoodKeeper App to find out how long to keep foods in your refrigerator or pantry. <https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>

**Spring Cleaning?** 

Clean your refrigerator with hot soapy water and then a diluted bleach solution.



**TIP:** Use 1 tablespoon of liquid chlorine bleach per gallon of water

**After cleaning your refrigerator ...**



Put an open box of baking soda on a shelf to remove odors

**Throw out foods that should no longer be eaten**

Store leftovers for up to 4 days



Raw ground meat and poultry for 1-2 days



and steaks and roasts 3-5 days.



Get the **FoodKeeper App** to find out how long to keep foods in your fridge or pantry.

Item	Refrigerator Storage Time	Freezer Storage Time
Whole cuts of meat (beef, veal, lamb, and pork)	3 - 5 days	4 - 12 months
All poultry (whole and ground)	1 - 2 days	9 months (whole) 3 - 4 months (ground)
Ground meat	1 - 2 days	3 - 4 months
Fish	1 - 2 days	4 - 8 months (lean) 2 - 3 months (fatty)
Milk (regular, almond, soy, etc)	7 - 10 days open	3 months
Eggs	3 - 5 weeks	Not recommended

<https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>



For More Information, go to [www.mafoodsafetyeducation.info](http://www.mafoodsafetyeducation.info)

Learn more about how you can keep food safe  
[mafoodsafetyeducation.info](http://mafoodsafetyeducation.info)  
 Massachusetts Partnership for Food Safety Education

Learn more at [mafoodsafetyeducation.info](http://mafoodsafetyeducation.info)

#mafoodsafetyeducation

## **Evaluation**

**Stay Food-Safe This Season**

**Spring 2024: Spring Cleaning**

*Let us know how you used this toolkit by emailing [nutrit1@umass.edu](mailto:nutrit1@umass.edu). Please let us know where you distributed the messages, estimated reach, or any other comments.*